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02,13

Gloxinia Hybrids



Buell Hybrid Typical of B-8 Group

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FROM *Buell's*

We present with pleasure our

1953-1954 CATALOG

ALBERT H. BUELL

EASTFORD, CONN.

GLOXINIA SPECIALISTS

Dear Fellow Gardeners:

Some of you who receive this, our 1953-54 catalog, are old friends who have watched our development over the years. In fact it is due largely to this early interest and enthusiasm that we were encouraged to continue and expand. Our new friends may be interested to know a little of our beginning. Twelve years ago I started with two Gloxinia plants in the sunporch of my home. By crossing these I obtained several very large flowers in a new color range, and from these have gradually been developed some of the beautiful plants that today may be found in our greenhouses. For many years this was my hobby, and now I devote my full time to the growth and development of the business.

Over these years the color and pattern range of Gloxinias has been greatly increased as well as the size of the flower. Slipper Gloxinias in the hybrid form are an exciting addition to every collection.

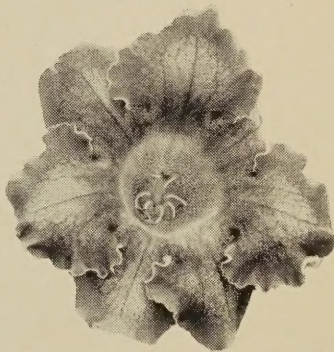
For the future our aim is to continually improve the foliage so that all our varieties will eventually have the quality of leaves that are found in our variety Trudy; to increase the color range, and propagate and sell true to name varieties that are outstanding; to foster an ever increasing knowledge and enthusiasm among our gardening friends, and to introduce other plants of merit in the Gesneriaceae family to which both the Gloxinia and African Violet belong.

Yours for better Gloxinias,

Albert H. Buell

VISITORS WELCOME: We are always pleased to have visitors at our greenhouses. People traveling long distances should contact us to be sure of a good display.

GROWING INSTRUCTIONS: We have prepared a printed booklet which will answer most of your Gloxinia questions. If you have any additional problems we will always be pleased to help you. Full growing instructions are sent with each order.



AFRICAN VIOLETS: We grow over 100 varieties of African Violets. If you are interested in our special listing just drop us a card.

OUR PLEDGE TO YOU: All our shipments are guaranteed to reach you in absolutely perfect condition, and to be true to description. There is no need to return any doubtful shipments, as we have complete confidence in your judgment. A short note from you will bring prompt replacement at no cost to you.

Your complete satisfaction is our goal and greatest pleasure!

Buell's Glorious Named Varieties!

Thousands of Gloxinias blooming in our Greenhouse each summer is always a most spectacular and breathtaking sight. To pick the most beautiful among them would indeed be a difficult task, and it is very likely that no individual variety would win unanimous acclaim. However, during Mr. Buell's 12 years of growing experience he has developed a keen eye and discerning taste for the very finest. In order to become a "Named Variety" a plant must meet his high standards as to color, size, growth habit, excellence of foliage, and good general performance in the greenhouse for two years or longer. In making his decisions Mr. Buell is often guided by the unsolicited comment a variety is given by visitors to our greenhouse, as he feels that perhaps this is the best way of knowing what is most apt to please our thousands of mail order customers who may never have the opportunity to visit us.

We hope you will add some of our "favorites" to your collection and that you will share our pride and enthusiasm for them.

LARGE FLOWERING HYBRIDS

ELECTRA — A very flashy red variety. The brilliant red border blends into a delicate speckling as it meets a darker halo at the bowl of the bloom where a creamy white throat speckled in dark red extends the whole length of the tube. An exceptionally good grower, but needs good light to prevent leggy growth. \$5.00

ORCHID — This could be classified as a pastel between pink and blue, the shade varying according to the amount of sunlight. The bloom is of medium size and was pictured in the book "Gloxinias — And How To Grow Them". Outstanding features of this plant are that it has shiny dark green leaves and is a very compact grower with abundant blooms. \$5.00

TRUDY — Named for Mrs. Buell this is one of our choicest varieties both as to bloom, pattern, and leaf type. The plant was shown on the cover of *Popular Gardening* November, 1951. The color is medium to bright red with a white border speckled in red. The throat has a variegated red pattern on a dark cream base. \$4.00

ROYALTY SLIPPER SERIES

SNOW QUEEN — Pure sparkling white. As far as we know this is the only pure white slipper type Gloxinia on the market today. \$5.00

RED EMPRESS — The most outstanding of our Slippers to date. Very ruffled and a beautiful shade of red. The top two petals are a little lighter in color which adds to the over all effect. \$5.00

MIDNIGHT QUEEN — Our darkest Slipper Gloxinia. A rich dark purple of striking elegance. \$4.00

Gloxinia Tubers

**in colors and patterns
to delight
an artist's palette!**

(bulbs to some folks)

During the blooming season each year when thousands of magnificent plants turn our greenhouse into a veritable fairyland of color, we spend days tagging superior plants to be offered in these color groupings.

Each of the specially tagged plants is grown to maturity until the tubers are fat and well developed. Then the tubers are harvested and properly cured for just the right length of time. We have developed a special method of packing and shipping so that your tubers reach you in perfect moist condition. Our tubers are particularly easy to grow because they are harvested with their roots intact before shipment.

We are often asked if there are any advantages of tubers over plants or vice versa. It is true that occasionally one will outperform the other but the important points to consider are these. Our tubers are not available and ready to grow until November. Earlier bloom may be had by purchasing 2½" plants in October and early November. During the winter months tubers are advantageous as they can be packed better against freezing. In March plants take the advantage for early summer bloom as tubers may have lost some vitality even under our carefully controlled storage conditions.

LARGE FLOWERED HYBRIDS

GROUP NO.

- B-1** Unusually striking shades of purple, velvety purple, and rich wine-purple.
- B-1a** Similar to B-1 but throat of flower white or in shades of purple.
- B-2** Purple bordered blossoms with artistically speckled throats — in a wide range of varying shades.
- B-2a** Delicate purple or lavender border blending into a speckled throat.
- B-3** Suffusions of soft white and lavender laced with lovely intricate patterns of deeper lavender and purple.
- B-4** Shades of strong-hued purple enlaced with an undertone of red with varying amounts of speckling and veining.
- B-5** Gorgeous shades of brilliant red and scarlet. Solid colors without speckling. Huge ruffled blossoms of striking beauty.
- B-5a** Similar to B-5 but lighter in color.
- B-6** Deep pink to rosy red with artistically variegated throat.
- B-6a** Similar to B-6 but more delicate in color and pattern.
- B-7** Lively shades of sparkling red, gayly enhanced with white borders heavily speckled with red into the throat. Scarce.
- B-8** Suffusions of soft white and pink laced with lovely intricate patterns of deeper pink speckles.
- B-9** Lovely blossoms daintily bordered with pink, blending into a throat of pure white. Scarce.
- B-9a** Similar to B-9 but with a wider border.
- B-10** Lovely blossoms daintily bordered with blue blending into a throat of pure white. Scarce.

GROUP NO.
(Con't)

- B-13** White Ruffles — A huge, ruffled, lacy creation, of sparkling brilliant white, with a delicate speckling deep in the throat. Some are tinted at the base of the petal. Scarce.
- B-14** Bold, flashing blossoms in an unusual rainbow pattern of soft reds, and orange reds in subtle indescribable combinations.
- B-15** Large, graceful flowers of white, tinted with delicate shades of light pink or light blue. Pure white under some light conditions.
- B-16** Large ruffled white, artistically dotted in red. Scarce.
- B-17** A superb deep purple overlaid with red. Blossoms large and ruffled. (We call this a mahogany red.) \$2.00.

PRICES FOR BUELL'S GLOXINIA TUBERS

(including Slipper type)

	1	3	6	12
Small	\$.60	\$1.70	\$3.25	\$ 6.25
Large	1.00	2.80	5.25	10.00
Jumbo	1.50	4.15	7.85	14.95

Every tuber separately packaged and labeled.

A NOTE ABOUT TUBER SIZE: It is true that our Jumbo tubers usually produce the most blooms. However, our small tubers when grown under favorable conditions produce excellent plants. Some varieties grow much larger tubers than others so that it is possible to have a jumbo tuber in one variety the same size as a large tuber of another variety.

OUR OWN SELECTION

Each season when tagging our tubers we find certain groups in abundance. In addition we find many plants which although strikingly beautiful do not fall into our color groupings or are not found in sufficient numbers to warrant a separate grouping.

We offer these at prices below our numbered varieties. Mr. Buell personally supervises the selection at shipping time, and although these tubers are not labeled you are assured of a varied assortment of beautiful patterns and colors. We consider this one of our finest offers to you.

Specially Priced At:

	1	3	6	12
Small	\$.55	\$1.65	\$3.20	\$6.20
Large	.85	2.45	4.80	9.35
Jumbo	1.35	4.00	7.65	14.70

Our Enchanting

Slipper Gloxinias

(available only in tubers)

Flowers of the Slipper Type Gloxinias are gracefully curved in the trumpet-throat like a large Fox-glove. They are rapidly gaining in popularity because of their gracefulness, profusion of blossoms, and long blooming period. Individual blossoms are not as large as the regular hybrids, but this quality adds much to their charm and daintiness.

We have been devoting a considerable amount of time to hybridizing the Slipper Gloxinias, and although our collection is still limited in scope, we believe it to be the most extensive in the world as it includes colors that have never been seen before in the slipper type Gloxinia.



Our Slipper Gloxinia "Snow Queen"

STILL LIMITED IN SUPPLY

- S-1** Shades of delicate blue. Small flowered, dainty and exquisite. Extremely Scarce.
- S-2** Shades of Royal purple-blue. Relatively large flowered and handsome.
- S-3** Shades of pure red and soft rose. Fine large flowers of striking beauty.
- S-4** Shades of warm, bright raspberry rose, with a clear white throat. This is an exceptionally choice creation of luscious beauty. Rather large flowered, but still graceful and dainty. *Sold Out.*
- S-5** A clear sparkling beauty of pure white, speckled and misted with varying degrees of Delicate Pink. Rather large flowered and very elegant. An exquisite new strain of slipper type. \$1.75
- S-6** A clear sparkling beauty of pure white, speckled and misted with varying degrees of purple hue. Rather large flowered and very elegant.
- S-7** These are delicately tinted in Pink or Blue. They are original creations that probably will never be duplicated. A truly collectors item at \$2.00 each.

Prices for Slipper Tubers (except S-5 and S-7) are same as for Large Flowering Hybrids on page 4.

SPECIAL OFFERS

(penny-wise folks take note!)

No. 1

1 husky, strong rooted Gloxinia
PLANT and 1 QT. Bag of Buell's
Special Gloxinia Soil.

special to YOU for only


\$1.67

No. 2

4 husky, strong rooted Gloxinia
PLANTS and 4 QTS. of Buell's
Special Gloxinia Soil.

Complete for only

\$4.95



XMAS SPECIAL

We will guarantee delivery in time
for Xmas if orders are received by
November 30. We will include a special
Xmas Gift card with each order.

Any of the special offers listed. Specify
Number.

No. 3

2 blooming size TUBERS (our
choice) of Buell's large flowering
Hybrid Gloxinias plus 2 QTS.
special Gloxinia Soil.

all yours for only

\$2.00

No. 4

3 blooming size TUBERS (our
choice) of Buell's large flowering
Gloxinia Hybrids plus 3 QTS.
special Gloxinia Soil.

both for

\$2.90

YOUR GUIDE for ordering
everything described
in our catalog.

DATE	
No.	Zo.
	Per.

Do Not Write In This Space

PLEASE PRINT

Name.....

Street.....

City.....State.....

HELPFUL ORDERING INFORMATION

We acknowledge all orders. During our peak rush of October, November and December this may take a few days.

POSTAGE — West of the Mississippi add 20c per quart of SOIL to cover postage. All other items sent postpaid anywhere.

CONNECTICUT RESIDENTS — All Connecticut residents add 3% sales tax.

CANADIAN RESIDENTS — On all shipments, except seeds, to Canada it is necessary for the customer to obtain *an import* permit from the Bureau of Plant Inspection from your province. This should accompany all orders.

SUBSTITUTIONS — Be certain you check the space provided on the order blank concerning substitutions. When necessary we first substitute size, always giving you equal or greater value. If we are completely sold out of a variety we will try to substitute the most nearly similar variety.

QUESTIONS — If you have questions please write them on a separate sheet with your name and address and not on the order blank. This helps us to speed a reply to you.

Double Check Your Order for Accuracy Before Mailing

ORDER LIST

Quantity	Size	Item	Price	Do not use this space
		Gloxinia PLANTS, Buell's New Hybrids		
		Gloxinia SOIL, Buell's Own Special		
		Gloxinia SEED pkts, Buell's Hybrids		
		Gloxinia SEED pkts, Buell's Slipper Type		
		Gloxinia TUBERS, Buell's New Hybrids		
		No. B —		
		No. B —		
		No. B —		
		No. B —		
		No. B —		
		No. B —		
		No. B —		
		Gloxinia TUBERS, Buell's New Slipper Type		
		No. S —		
		No. S —		
		No. S —		
		No. S —		
		No. S —		
		Gloxinia TUBERS, Named Varieties		
		SPECIAL GLOXINIA OFFERS		
		No.		
		No.		
		No.		
		Other Items		

Note: *May we substitute varieties of equal or greater value?*

☐ Yes ☐ No

TOTAL →

\$

Your Gardening Friends

If you have friends whom you feel would be interested in our Gloxinias, we will gladly send them our latest catalog.

Name

Street

City State

Name.....

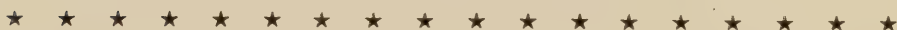
Street

City _____ State _____

Name.....

Street

City State



Did You Remember?

SOIL — page 13. The ground freezes hard in winter!

SEEDS — page 12. A real thrill to grow your own from seed to flower.

PEG'S BOOK — page 15. Mighty interesting even though you are a "Glox" authority.
A good gift item.

XMAS, BIRTHDAY, OR JUST A REMEMBRANCE — What better way to say thank you or Merry Xmas. Saves a lot of shopping about and is certain to please.

GLOXINIA SOCIETY MEMBERSHIP — page 15. This will bring you untold pleasure and open up many new horizons. Helps keep you up to date.

RAPID-GRO — page 15. A real boost for all your plants and so simple to use.

Strong, Healthy

Gloxinia Plants

Buell's Beautiful New Hybrids

SUPERBLY PACKED FOR SAFE SHIPMENT ANYWHERE

We wish it were possible for you to see how very, very carefully each plant for your order is handled and packed by well trained personnel. Each plant is specially prepared with damp moss at the top of the pot to hold it secure, then individually wrapped in wax paper plus other layers of paper to keep it moist and fresh during the trip — and snugly fitted into just the right size box.

These are well rooted, actively growing plants in individual 2½" shipping pots. All you have to do upon arrival is transplant to any regular 5" pot, and the plants continue to grow and thrive right in your own living room.

AVAILABLE IN MIXTURE ONLY

(All large flowered hybrid type, no slippers)

Shipped September to December and March thru May

1 — Husky, strong-rooted PLANTS.....	\$ 1.00
2 — Husky, strong-rooted PLANTS.....	1.85
3 — Husky, strong-rooted PLANTS.....	2.65
6 — Husky, strong-rooted PLANTS.....	4.95
12 — Husky, strong-rooted PLANTS.....	9.35
24 — Husky, strong-rooted PLANTS.....	17.75

Complete Growing Instructions With Each Order

Postage Prepaid To Your Door

Fresh and Vigorous

Buell's Gloxinia Seed

If you're the type of enthusiastic indoor gardener who enjoys the thrill and satisfaction of seeing tiny seeds pop through the soil, develop leaves, grow into mature plants, and finally burst into bloom, you should certainly try growing Gloxinias from seed.

All seeds are freshly harvested and constantly subjected to germination tests to guarantee freshness and vigor.

It is the most economical way to raise a large quantity of strong, healthy plants.

Under normal care Gloxinia seed will produce blooming size plants in 6 to 10 months.

Buell's Special Mixture

Giant Flowered Hybrid Seed

Albert Buell's special Gloxinia seed is personally blended to assure an even distribution of all types and color combinations found in his new hybrids.

100 seed packet 75c 200 seed packet \$1.00 400 seed packet \$1.75

Buell's Slipper Type Gloxinia Seed

In this carefully selected mixture you will find many new exquisite colors, combinations of colors and dainty intricate effects.

Limited Supply Originators Package \$1.00

About 80% true to type

All seed sent prepaid via First Class Mail.

Cultural instructions included with each packet.

Buell's Own Special

Pasteurized Gloxinia Soil

This is the same soil that we use in our greenhouse to give us the spectacular blossoms which have given us our national reputation. It is prepared from our own formula after months of careful composting and by the proper blending of all important ingredients.



Another feature which every gardener values is the fact that it has been pasteurized electrically at a temperature sufficient to kill all weed seeds, as well as harmful fungi (such as the damping off fungi), and harmful bacteria.

This soil is also an excellent base for other house plants. By the addition of $\frac{1}{2}$ cup of sand to each quart it makes an excellent soil for African Violets.

Packed in special Polyethylene plastic bags to maintain it in proper moist condition.

(1 qt. soil is ample for potting 1 plant or tuber in a 5" pot)

1 qt. BAG .85 2 qts. \$1.25 3 qts. \$1.50 5 qts. \$2.25 10 qts. \$3.95

West of Mississippi add 20 cents per quart to cover postage

SPECIAL OFFERS

No. 1

1 husky, strong rooted Gloxinia PLANT and 1 QT. Bag of Buell's Special Gloxinia Soil. Special to YOU for only \$1.67.

No. 2

4 husky, strong rooted Gloxinia PLANTS and 4 QTS. of Buell's Special Gloxinia Soil. Complete for only \$4.95.

XMAS SPECIAL

We will guarantee delivery in time for Xmas if orders are received by November 30. We will include a special Xmas Gift card with each offer.

Any of the special offers listed. Specify Number.

No. 3

2 blooming size TUBERS (our choice) of Buell's large flowering Hybrid Gloxinias plus 2 QTS. special Gloxinia Soil. All yours for only \$2.00.

No. 4

3 blooming size TUBERS (our choice) of Buell's large flowering Gloxinia Hybrids plus 3 QTS. special Gloxinia Soil. Both for \$2.90.

ACHIMENES or Cupid's Bow

Few plants can equal the loveliness and appeal of a pot of Achimenes in full bloom . . . one of the best summer flowering plants for growing in pots, hanging baskets and porch boxes. Cupid's Bower grows well in any part of the U. S. except dry, arid regions. They thrive best in partial shade along with plenty of warmth and humidity. The tiny tubercles are planted from December through April, and bloom from late spring until fall. The tiny catkinlike tubercles multiply very rapidly and by the end of the first year you will have sufficient increase to plant many additional pots the following spring.

For the best display plant 6 tubercles to a 6" bulb pan.

AVAILABLE IN FEBRUARY . SUPPLY LIMITED . ORDER EARLY

ADELE DE LA HAUTE — lovely shades of lavender with an intensening of color in the eye.

AMBROISE VERSCHAFFELT — Beautifully veined violet blue on white ground. Very choice. Large flowered.

CHARM — Coral pink and of somewhat dwarf growth habit. One of the finest.

JAUREGNIA MAXIMA — Large flat flowers of pure white with light markings of purple and a purple eye.

LONGIFLORA MAJOR — Brilliant medium blue. Large flowers.

Prices for above varieties:

.35 each, 3 for \$1.85, 6 for \$1.60, 12 for \$3.15

CARMINE QUEEN — Medium size flowers of bright carmine.

LAVENDER QUEEN — Larger more tubular than are found in most varieties. Dark lavender blue shaded white.

MASTER INGRAM — Velvety red with a blue overcoat and orange yellow throat. An unusual color.

MILTON — A clear bright red with yellow center.

PULCHELLA — Bright orange-red flowers of miniature size. Free flowering.

VARIEGATA — Wonderful shadings of sky blue, white, yellow and violet. Flowers very large.

VIVID — Glowing deep lavender pink.

Prices for above varieties:

.25 each, 3 for .65, 6 for \$1.10, 12 for \$2.20

MIXTURE — a varied selection of all above varieties not labeled

6 for \$1.50 12 for \$2.85

COLLECTORS AND BREEDERS

a wonderful opportunity to add to your collection of Gesneriads.

SEED PACKETS

DIDYMOCARPUS — Dainty light blue tubular flowers borne above compact foliage. Blossoms over a long period. **75 cents**

STREPTOCARPUS HYBRIDS — Dainty flowers in pink, white, and purple shades, borne well above compact leaves which are long and interestingly shaped. Some-what resembles the slipper Gloxinia. **\$1.00**

AFRICAN VIOLET — "BLUE FAIRY TALE" — A medium purple violet that comes 80% true from seed. A profuse bloomer. **75 cents**

AFRICAN VIOLET - MIXED HYBRIDS — This seed is produced in our greenhouse from such varieties as Painted Girl, America, Queen Betty, Innocence, Pink Wonder, etc. Should give an excellent assortment. Ready in January. **\$1.00**

GESNERIA MACRANTHA — Another interesting member of the family growing rather tall with small scarlet blooms. **75 cents**

Little Items of Great Importance

RAPID-GRO — We are often asked what fertilizer we use in our greenhouse for supplemental feeding. For several years we have used Rapid-Gro exclusively and find it does an excellent job. This year by popular request we have decided to offer it in our catalog.

Simple to use as you merely dissolve in water and water your plants.

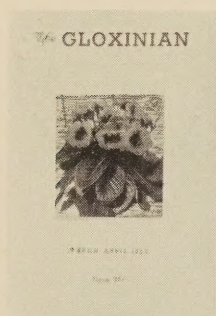
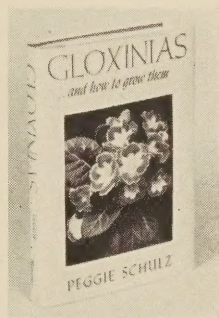
1 pound can \$1.25 makes 176 lbs. of liquid fertilizer!

PLASTIC LABELS — If you are tired of wooden labels rotting or of plant names being difficult to read on discolored labels, then here is your answer. Snow-white plastic labels on which you can write with pencil, and they last forever. You will enjoy having your plants permanently and neatly labeled, and you may use them over and over as they are easily erased.

100 4½" plastic labels \$1.00

"GLOXINIAS — AND HOW TO GROW THEM"

By Peggie Schulz. In this first book ever to be published on the Gloxinia, Mrs. Schulz has carefully outlined the care of Gloxinias from seedling or tuber stage to flowering and then through the dormant period. In addition to details of culture other interesting items include facts concerning growing Gloxinias under fluorescent lights, highlights on intriguing members of the same family, hints on producing your own seed etc. In addition 4 pages in full color show the newest in Gloxinias, and 21 how-to drawings are most helpful. 128 pages, 11 chapters. Price \$2.95.



DO YOU RECEIVE THE GLOXINIAN? IF NOT, YOU ARE INVITED TO JOIN THE AMERICAN GLOXINIA SOCIETY. MEMBERSHIP, \$1.50 for any 12-month period; includes 6 issues of the GLOXINIAN, Seed Fund for rare seeds; free membership in ROUND ROBINS; Membership card; and personal help with your gloxinia growing problems. Magazine also includes information on all the other plants in the same family, *Gesneriaceae*.

FILL COUPON AND MAIL TODAY!

Send to:

AMERICAN GLOXINIA SOCIETY, GRAY, OKLAHOMA

Name

Address

City State

- ☐ 1 year membership \$1.50
- ☐ Sample copy, THE GLOXINIAN \$.25
- ☐ 4 back issues of the GLOXINIAN
each different \$1.00

MEMO TO GARDEN CLUB PRESIDENTS:

Many Garden Clubs have already enjoyed visiting our greenhouses, and we welcome any of you who would like to plan such a trip. Some groups have made reservations in advance for luncheon at the charming General Lyon Inn here in Eastford, and then toured our greenhouses in the afternoon.

If you contact us in advance we can advise you of the best time for a good display.

We also have a few kodachrome slides, 2"x2'', which we will loan for use at your club meetings. There is a minimum handling charge of \$2.00

If your club is interested in buying a substantial quantity of Gloxinia tubers write us asking about our special Garden Club discount.

If you have members particularly interested in African Violets they might be interested to know that we grow over 100 varieties which we sell at the greenhouse. We also have a listing of varieties available for shipment.

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GLOXINIAS
EASTFORD, CONN.

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Eastford, Conn.
Permit No. 3

*Library,
U. S. Dept. of Agriculture
Washington 25*

H. C.